

WELCOME TO THE CLUB

Planet Fitness
Media Network



OUR MEMBERS ARE FIT FOR CONNECTION

PFMN offers a stronger relationship
with members than any other
advertising channel can claim.



OUR MEMBERS BY THE NUMBERS

**19.7^M
M**

Planet Fitness Members

**40⁺
M**

Monthly check-ins with
extended dwell times

60%

PF Black Card Members
versus 40% Classic
Card Members

52%

of our members are Gen
Z and Millennials. 36% are
Gen X and Boomers

51% | 49%

Percentage of female
and male members

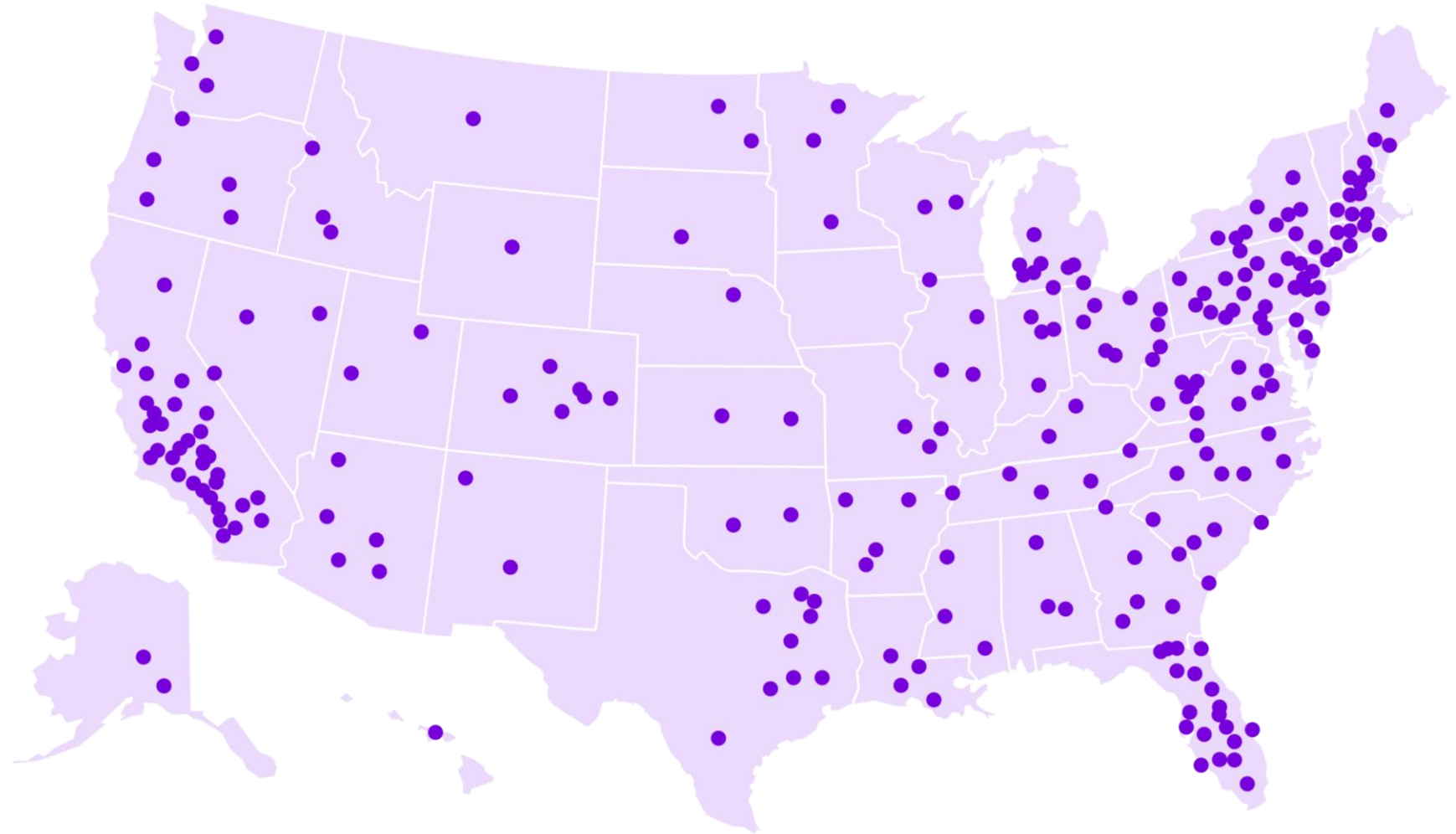
OUR GYMS BY LOCATION

2.7^K

in 195 DMAs

77%

of the US population
lives within 10 miles of
a Planet Fitness location

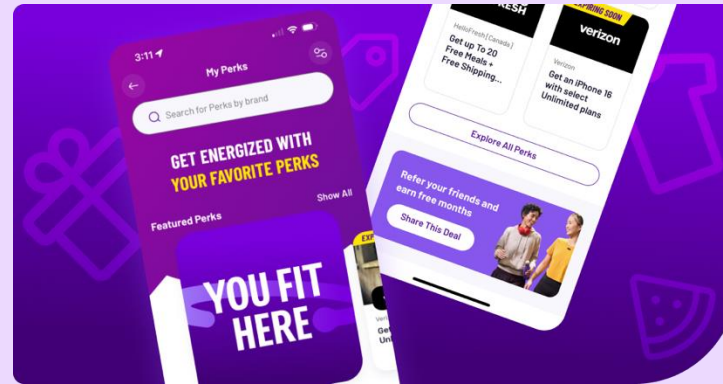


MEET MEMBERS WHERE THEY'RE AT



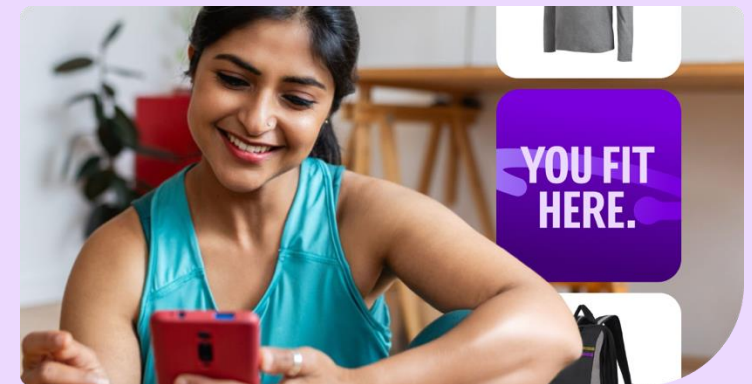
IN CLUB: DOOH

Digital OOH media that drives brand awareness.



IN APP AND BEYOND: AFFILIATE

The Planet Fitness Perks affiliate program drives sales






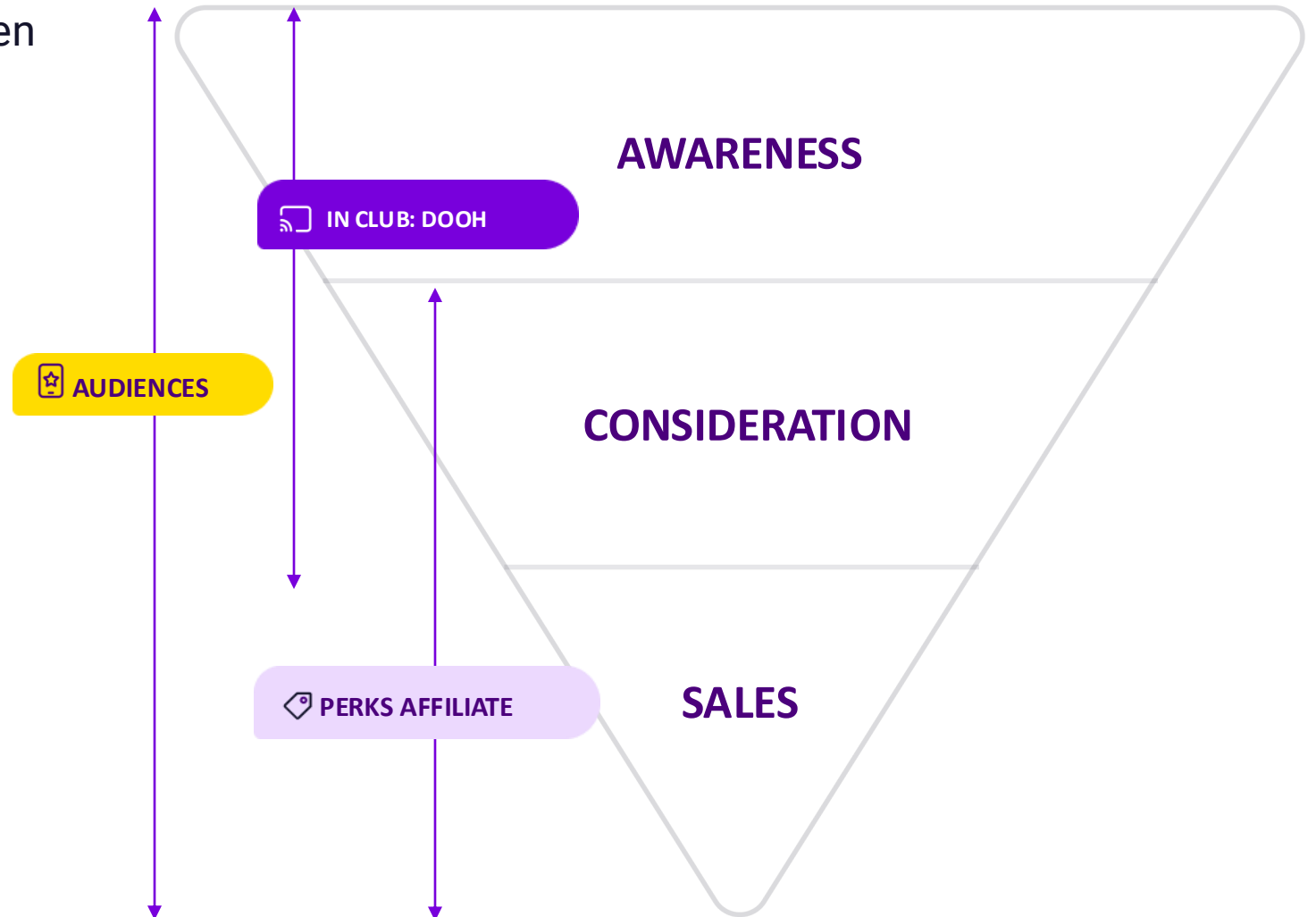
OUT IN THE WILD: AUDIENCES

Target your customers where they browse, scroll and shop.

A FULL FUNNEL FLEX

Our channels work together to strengthen your campaign, from end-to-end.

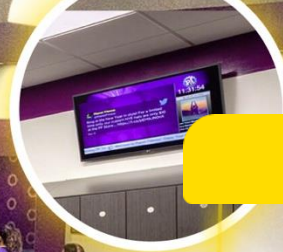
- 1**  **IN CLUB: DOOH**
 Serve an ad on screens in the gym
- 2**  **PERKS AFFILIATE**
 Re-target the same audience with a Perks offer
- 3**  **AUDIENCES**
 Create a custom audience with that re-targeting pool





BLACK CARD SPA

TELEVISIONS

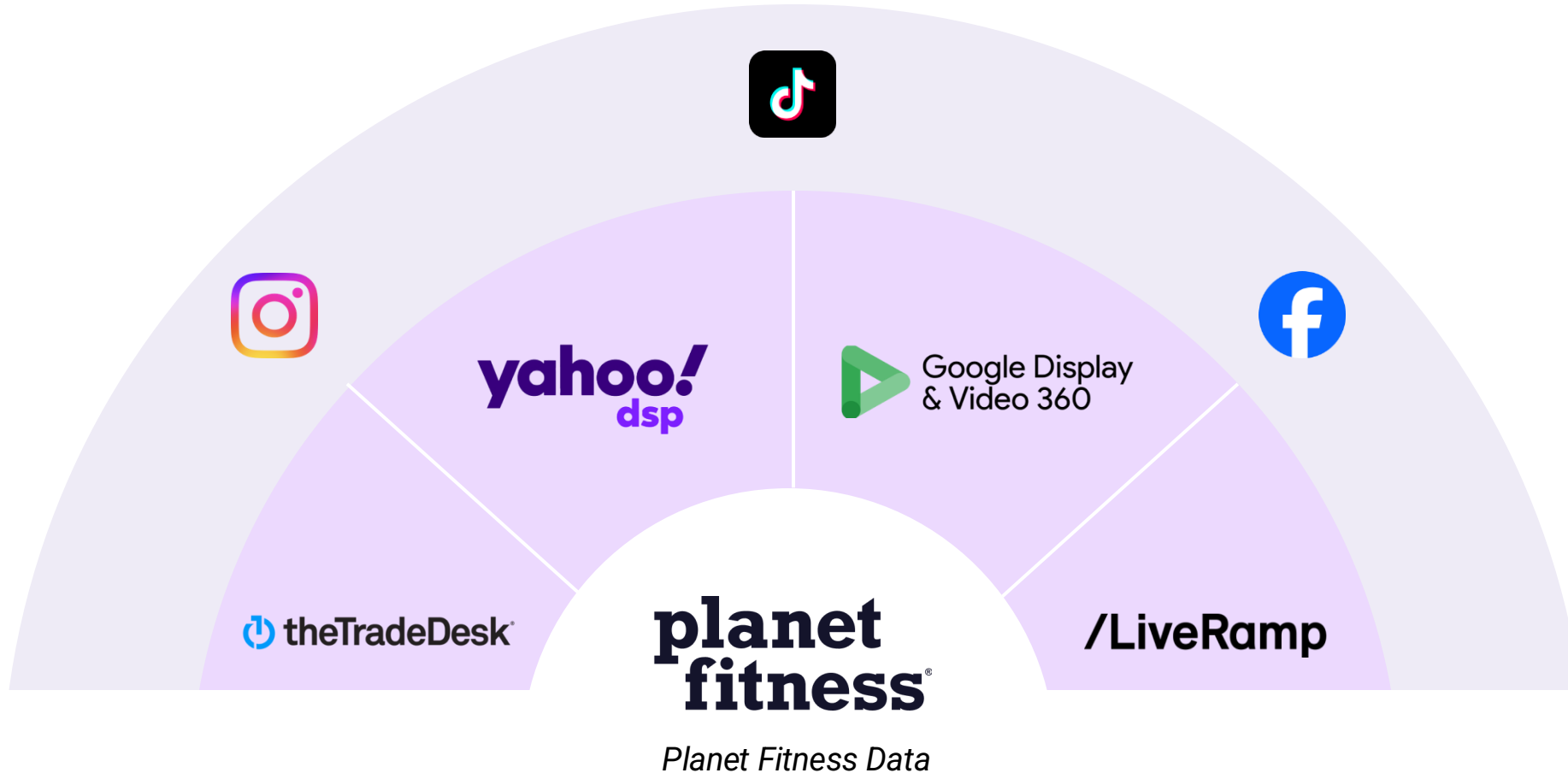


LOCKER ROOM


**IN CLUB:
DIGITAL OOH**
From the treadmill to the locker room
to the spa, our in-club media network
connects with a captive audience. 
Targeting: National, Regional, DMA, POI Proximity



OUT IN THE WILD: AUDIENCES



PF Audiences are syndicated to all DSPs

OUT IN THE WILD: AUDIENCES

OFF-THE-SHELF SEGMENTS:

AUDIENCE NAME	DESCRIPTION
GYM MEMBERSHIP PURCHASERS	All Planet Fitness members aged 18+
MEMBERSHIPS^{SEP} (BASED ON DEMOGRAPHICS)	All Planet Fitness members (based on gender and age)
FREQUENT GYM VISITORS	Planet Fitness members in the upper 50th percentile of visitation
LONG-TERM MEMBERS	Planet Fitness members in upper 50th percentile of membership length
TREND CHASERS	Planet Fitness members who value new and upcoming gear in the fitness category
APPAREL & FOOTWEAR	Planet Fitness members who have clicked to redeem an offer in the Planet Fitness app for apparel & footwear products, sourced deterministically on a 1:1 basis

IN APP: AFFILIATE

With 19.7MM members and high mobile app adoption, advertisers can unlock massive brand exposure and high-impact placements



PREMIUM PLACEMENTS



ORGANIC DISCOVERY

SEE YOU AT THE CLUB

Christine Stell

Director Media Partnerships

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APPENDIX

WELCOME TO THE CLUB

PFMN offers a stronger relationship with audiences than any other advertising channel can claim. Because our audiences aren't just consumers, they're members.



COMMUNITY

Members whose values are actively aligned with ours, and by extension, our partner brands.



ENGAGEMENT

Members who are responsive to messaging from Planet Fitness and its curated partners.



BELONGING

Members who feel accepted and welcome in a Judgement Free Zone. .



JUDGEMENT FREE

We are an uplifting community where all levels of fitness feel a sense of camaraderie, acceptance and are proud to belong.